

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM338643

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joseph R. Falcone		04/17/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Regents of the University of California		
Street Address:	1111 Franklin Street, 12th Floor		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86159764	GO BEARS	
Serial Number:	86159769	IGOBARS	
CORRESPONDENCE DATA			
Fax Number:	4158823232		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	415-882-3200		
Email:	tmparalegal@owe.com		
Correspondent Name:	Gregory N. Owen		
Address Line 1:	Owen, Wickersham & Erickson, P.C.		
Address Line 2:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	RUC IA6001		
NAME OF SUBMITTER:	Gregory N. Owen		
SIGNATURE:	/Gregory N. Owen/		
DATE SIGNED:	04/17/2015		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK APPLICATIONS

WHEREAS, Joseph R. Falcone, dba Phondini Partners, an individual citizen of the State of California, located at 431 Myrtle Street, Half Moon Bay, California, 94019 adopted, used and is using the following marks which are the subject of pending applications in the United States Patent and Trademark Office pursuant to Section 1(a) of the Trademark Act:

<u>Trademark</u>	<u>Serial No.</u>	<u>App. Date</u>
IGoBears	86/159769	January 7, 2014
GO BEARS	86/159764	January 7, 2014

WHEREAS, The Regents of the University of California, a California public corporation located and doing business at 1111 Franklin Street, 12th Floor, Oakland, California 94607, is desirous of acquiring said trademarks and the pending applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Joseph R. Falcone does hereby irrevocably assign, sell, and transfer to The Regents of the University of California all rights, title and interest in and to the aforementioned applications and trademarks, along with the goodwill associated with these applications and trademarks. Joseph R. Falcone acknowledges that, upon execution of this assignment, neither he nor any entities or persons with whom he is affiliated will have any rights to or any other claim in or to said marks (or any variations thereof that include the words "Bear" or "Bears") and agrees not to challenge: any use of those marks, any variations of these marks, the above-referenced trademark applications, or any registrations arising from or relating to these marks.

Joseph R. Falcone, dba Phondini Partners

Dated: April 17, 2015

By


Joseph R. Falcone